**Publicity / Social Media**

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## Purpose of the role

* To publicize the work of the Citizens Advice Enfield.
* To let people know the benefits of volunteering at the Citizens Advice Enfield

## Main duties and responsibilities include:

* Going to external organizations to promote Citizens Advice Enfield – this could be by giving a talk or speaking to the Lead or manager and leaving posters, leaflets etc.
* Revamping current publicity materials
* Writing press releases
* Developing links with the local media, and monitoring coverage of relevant stories and articles
* Writing a regular newsletter
* Case study writing and storytelling: Help communicate our impact via stories and case studies that we can use on our website, in marketing materials, or in our annual report.
* Posting regular updates on Facebook, Twitter, YouTube and other social media channels
* Blogging regularly on the Citizens Advice’s blog and other blogs
* Developing and promoting the brand actively on social media and other channels
* Creating YouTube videos

**Personal skills and qualities that a publicity worker needs:**

* A commitment to the aims and principles of the Citizens Advice Service
* A commitment to equality and diversity
* Be friendly and approachable
* Be non-judgmental and respect views, values and cultures that are different to your own
* To be able to work as part of a team
* Accuracy and attention to detail
* Excellent verbal and written communication skills
* Ability to communicate with people at all levels
* Ability to develop links in the community
* Understanding of and ability to use social media
* Ability to think creatively about different ways of getting messages out
* Ability to be involved in planning publicity campaigns
* Have good IT skills
* Be willing to learn about and follow the Citizens Advice aims, principles and policies, including confidentiality and data protection
* Be willing to undertake training relevant to this role.